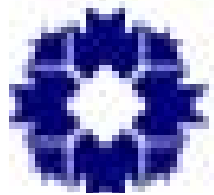


Citizen Survey

conducted for the

Bloomington Parks & Recreation Department



Bloomington, Indiana

by

Leisure Vision

(a division of ETC Institute)

725 W. Frontier Circle

Olathe, KS 66061

(913) 829-1215

April 2006

Executive Summary

Cross-Tabular Data by Age of Respondents, Household Income & Gender

Cross-Tabular Data by Number of Years Lived in the Community, Employment Status, & Household Size

Cross-Tabular Data by Use of the Bloomington Adult Community Center, Importance of Parks, Trails, Recreation Facilities & Programs & City Residency

Survey Instrument

Executive Summary

Citizen Survey

Executive Summary of Citizen Survey Results

Overview of the Methodology

The City of Bloomington conducted a Citizen Survey during January and February of 2006 to help establish priorities for the future recreation needs of citizens 50 years of age and older. The survey was designed to obtain statistically valid results from households throughout the City of Bloomington and Monroe County. Only household members who were 50 years of age or older were asked to complete the survey. The survey was administered by a combination of mail and phone.

Leisure Vision worked extensively with City of Bloomington officials and Bloomington Adult Community Center advisory council members in the development of the survey questionnaire. This work allowed the survey to be tailored to issues of strategic importance to effectively plan the future delivery system for senior recreation services.

In January of 2006, surveys were mailed to a random sample of 2,000 households in the City of Bloomington and Monroe County. Approximately three days after the surveys were mailed each household that received a survey received an electronic voice message encouraging them to complete the survey. In addition, about two weeks after the surveys were mailed Leisure Vision began contacting households by phone, either to encourage completion of the mailed survey or to administer the survey by phone.

The goal was to obtain a total of 400 completed surveys. This goal was accomplished, with 419 surveys having been completed. The results of the random sample of 419 households have a 95% level of confidence with a precision of at least $\pm 4.8\%$.

The following pages summarize major survey findings:

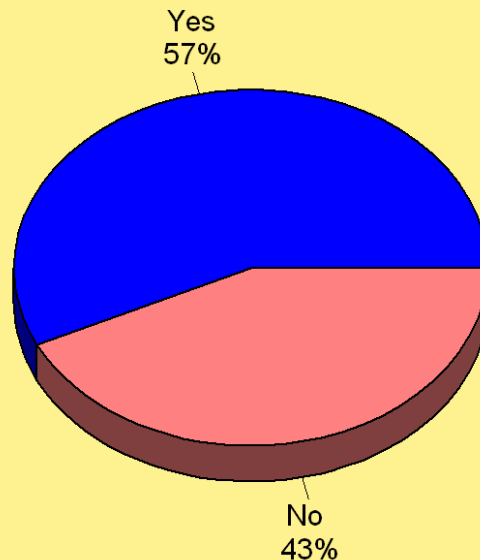
Current Use of Indoor Recreation, Sports, Fitness and Aquatic Facilities

Respondents were asked if they or other household members who are 50 years of age or older are currently using any indoor recreation, sports, fitness or aquatic facilities. The following summarizes key findings:

- **Fifty-seven percent (57%) of respondent households are currently using indoor recreation, sports, fitness or aquatic facilities.**

Q1. Are Respondent Household Members 50 Years of Age or Older Currently Using Any Indoor Recreation, Sports, Fitness or Aquatic Facilities

by percentage of respondents

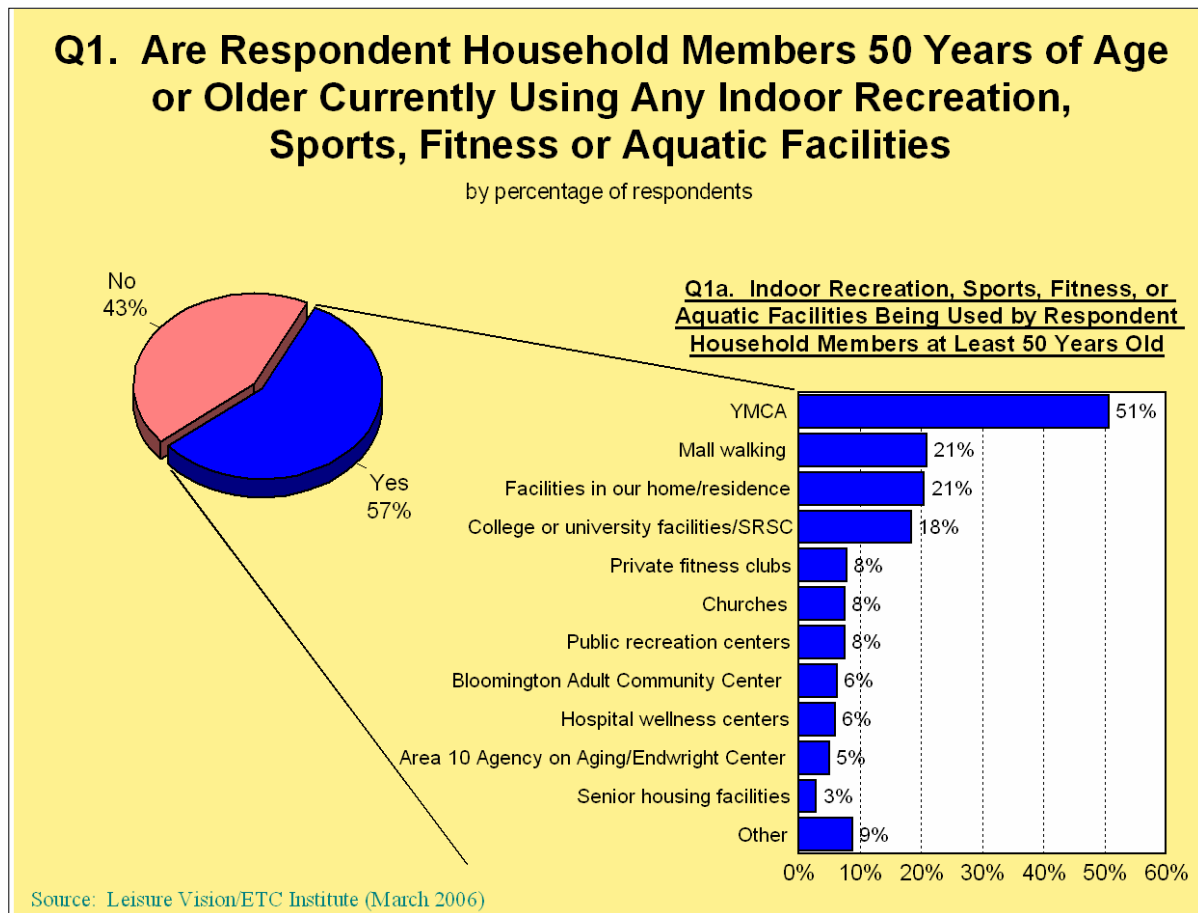


Source: Leisure Vision/ETC Institute (March 2006)

Indoor Facilities Respondent Households Currently Use

From a list of 11 options, respondent household members who are 50 years of age or older and currently using indoor recreation, sports, fitness or aquatic facilities were asked to indicate all of the ones they currently use. The following summarizes key findings:

- **Of the 57% of respondents who are currently using indoor facilities, 51% are currently using the YMCA.** The other indoor facilities currently being used by the highest respondent households include: mall walking (21%), facilities in our home/residence (21%) and college or university facilities/SRSC (18%).



How Well Indoor Facilities Meet Needs

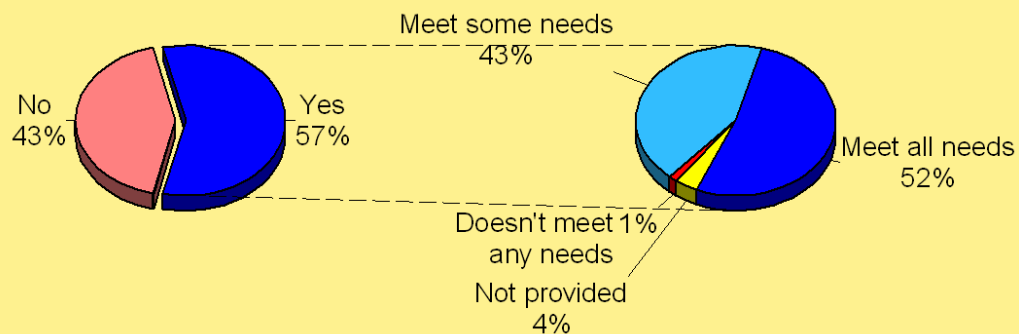
From a list of three options, respondent household members who are 50 years of age or older and currently using indoor recreation, sports, fitness or aquatic facilities were asked to indicate how well the facilities they are using meets their needs. The following summarizes key findings:

- **Of the 57% of respondents who are currently using indoor facilities, 52% indicated that the facilities they are currently using meet all of their needs.** In addition, 43% indicated that the indoor facilities they use meet some of their needs, and 1% indicated the facilities do not meet any of their needs.

Q1. Are Respondent Household Members 50 Years of Age or Older Currently Using Any Indoor Recreation, Sports, Fitness or Aquatic Facilities

by percentage of respondents

Q1b. How Well Indoor Recreation, Sports, Fitness or Aquatic Facilities Meet the Needs of Respondent Household Members at Least 50 Years Old

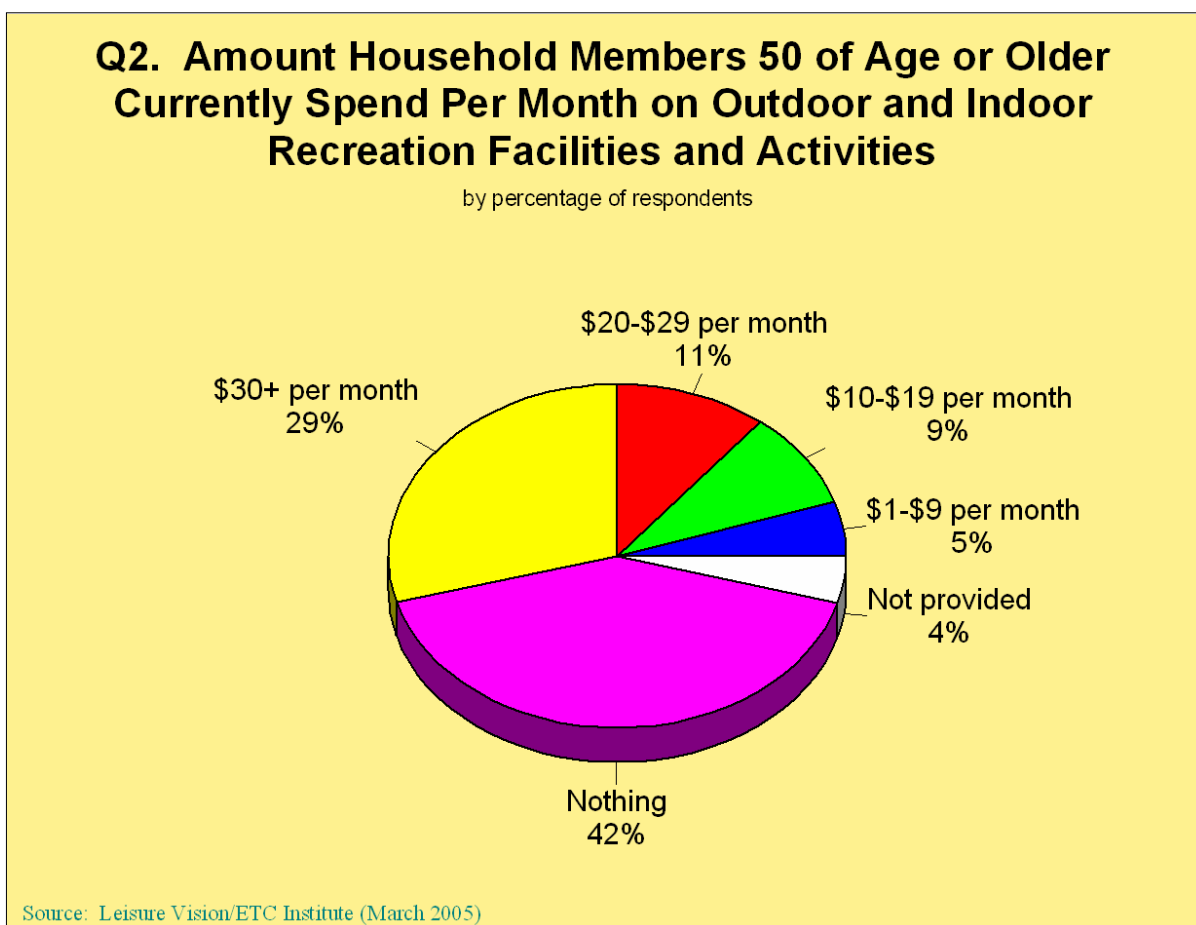


Source: Leisure Vision/ETC Institute (March 2006)

Amount Currently Being Spent on Facilities and Activities

Respondent household members who are 50 years of age or older were asked to indicate how much they currently spend per month on outdoor and indoor recreation facilities and activities. The following summarizes key findings:

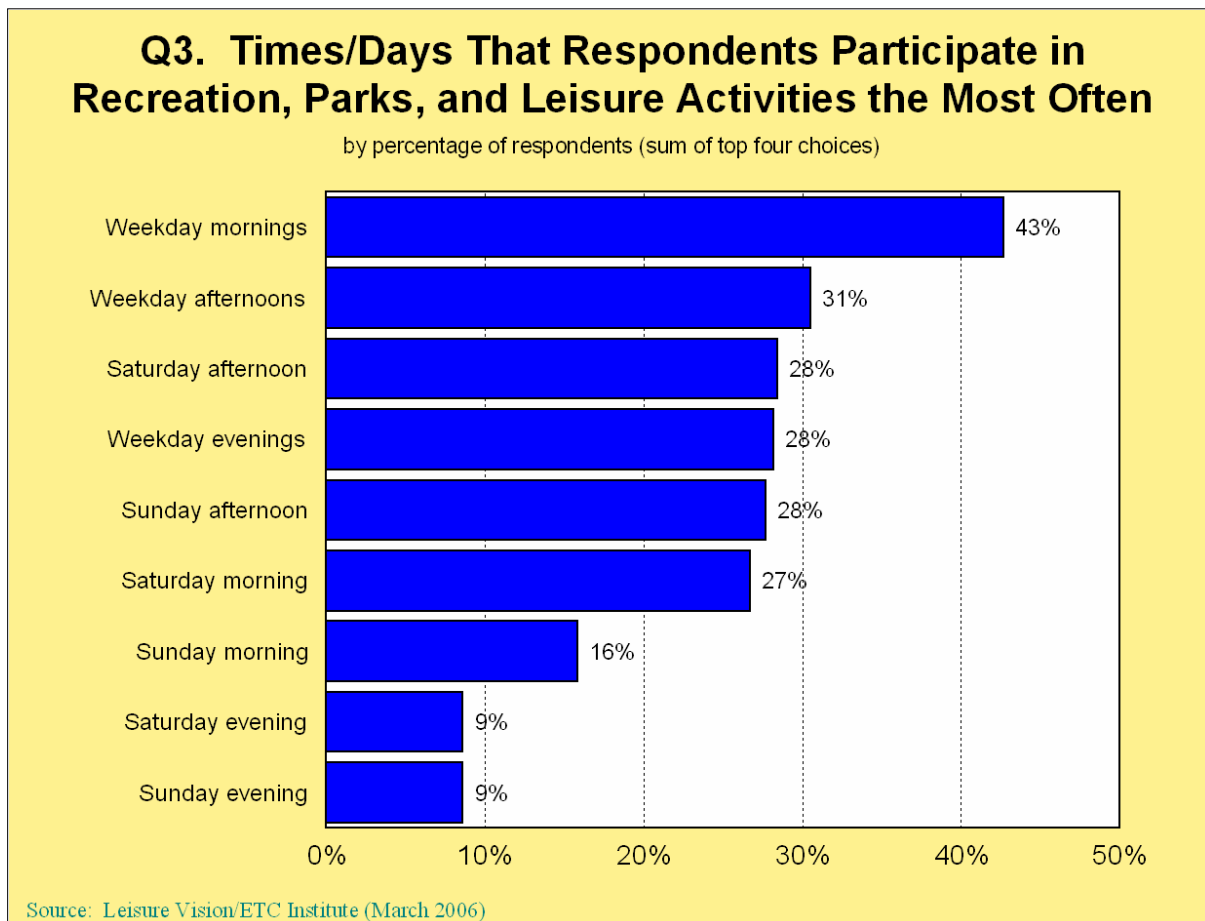
- **Forty-nine percent (49%) of respondents indicated that they spend \$10 or more per month on recreation facilities and activities.** This includes 29% who spend \$30 or more per month, 11% who spend \$20-\$29 per month, and 9% who spend \$10-\$19 per month.



Times Respondents Participate in Recreation & Leisure Activities Most Often

From a list of nine options, respondent household members who are 50 years of age or older were asked to indicate the four times/days they participate in recreation, parks and leisure activities most often. The following summarizes key findings:

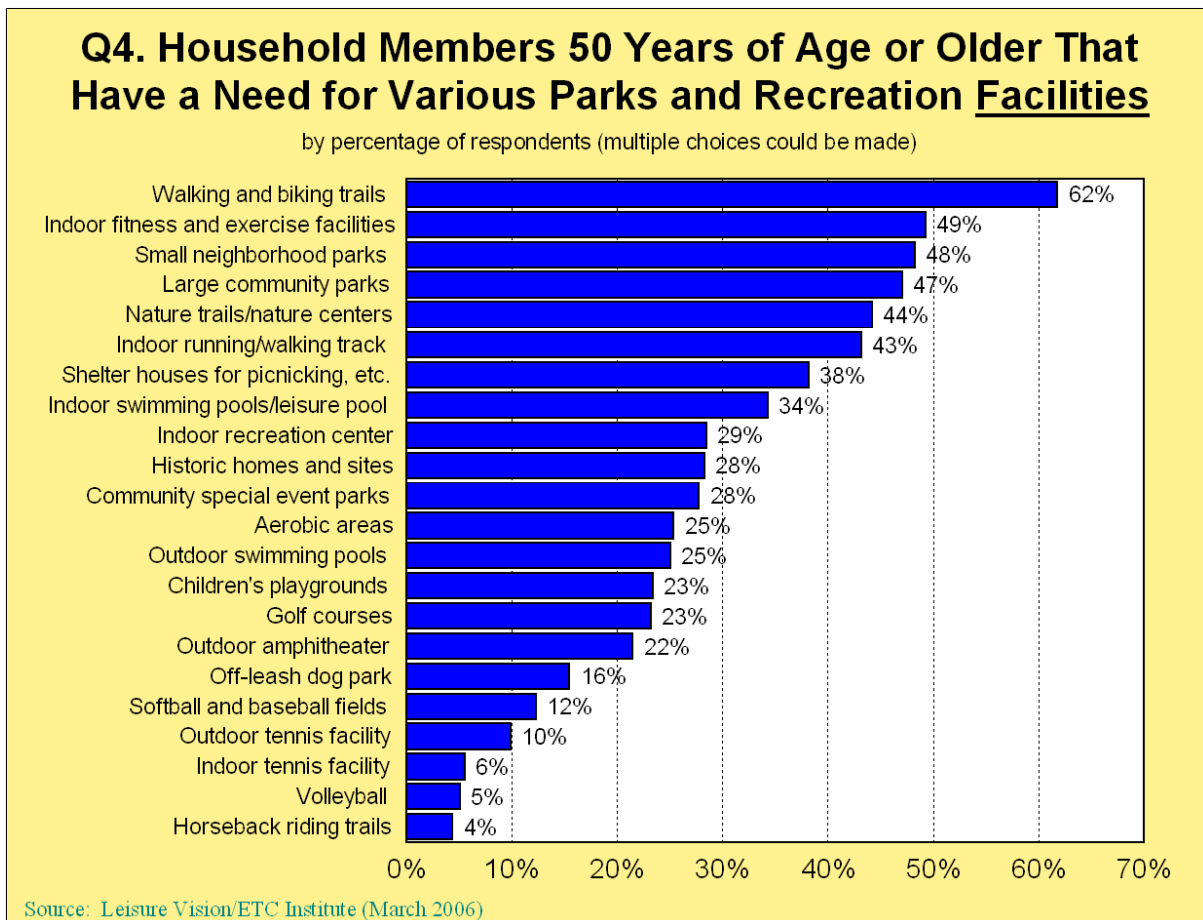
- **Weekday mornings (43%) is the time when the highest percentage of respondents participate in recreation, parks and leisure activities most often.** Other times when respondents participate in activities most often include: weekday afternoons (31%), Saturday afternoon (28%), weekday evenings (28%), Sunday afternoon (28%) and Saturday morning (27%).



Need for Parks and Recreation Facilities

From a list of 22 parks and recreation facilities, respondents were asked to indicate all of the ones that they and other household members who are 50 years of age or older have a need for. The following summarizes key findings:

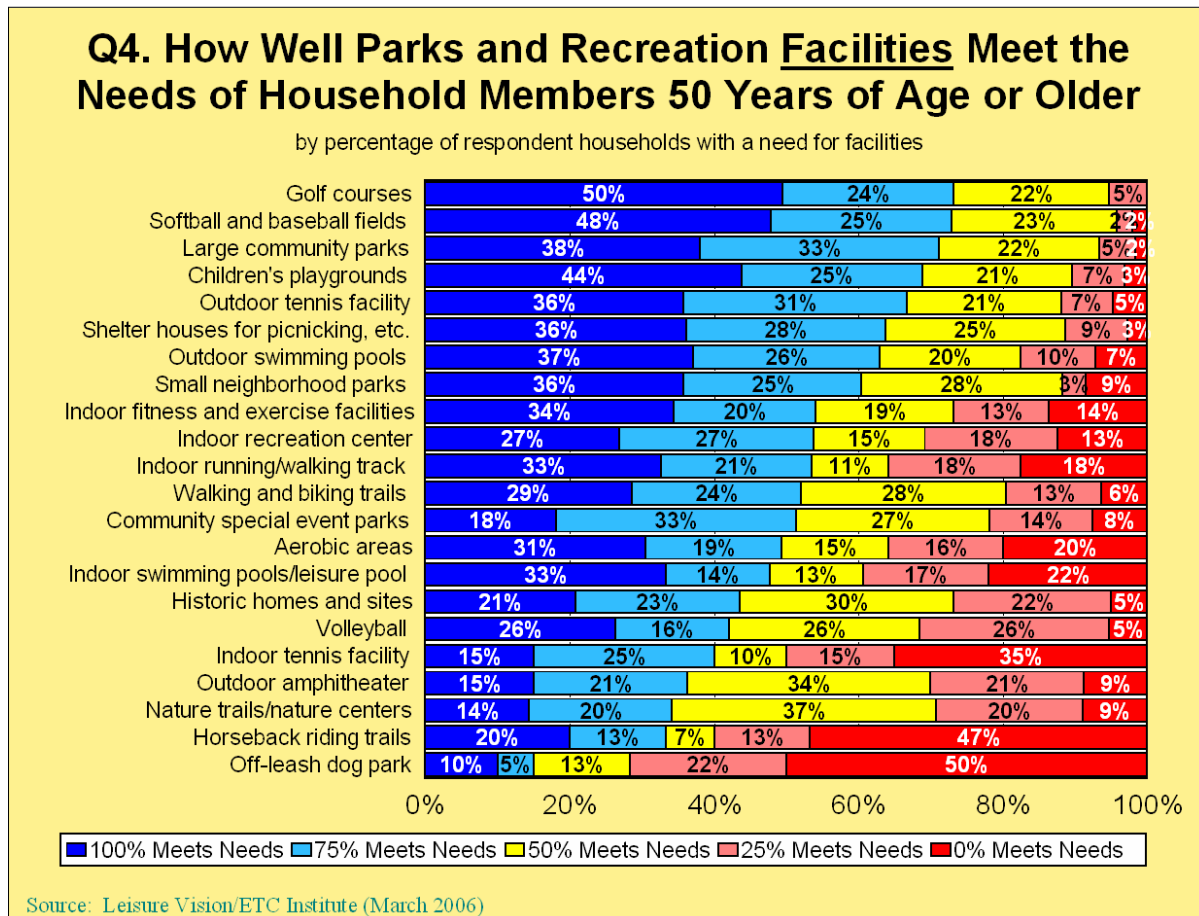
- **Six of the 22 facilities had over 40% of respondent households indicate they have a need for them.** These six facilities include: walking and biking trails (62%), indoor fitness and exercise facilities (49%), small neighborhood parks (48%), large community parks (47%), nature trails/nature centers (44%), and indoor running/walking track (43%).



How Well Parks and Recreation Facilities Meet Needs

From the list of 22 parks and recreation facilities, respondents who have a need for a facility were asked to indicate how well those facilities meet the needs of them and other household members who are 50 years of age or older. The following summarizes key findings:

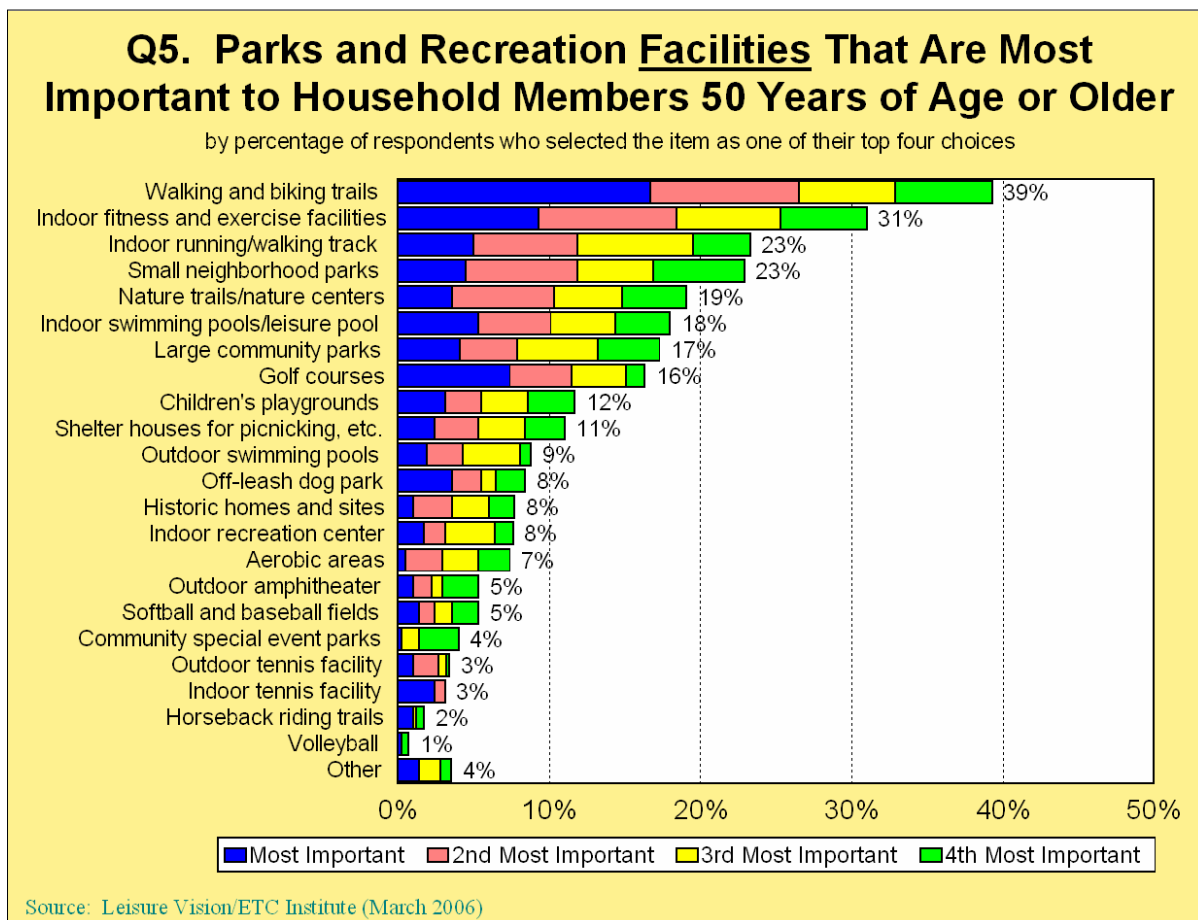
- For all 22 facilities, **50% or less** of respondents indicated that the facility completely meets the needs of their household.



Most Important Parks and Recreation Facilities

From the list of 22 parks and recreation facilities, respondent who were asked to select the four that are most important to them and other household members who are 50 years of age or older. The following summarizes key findings:

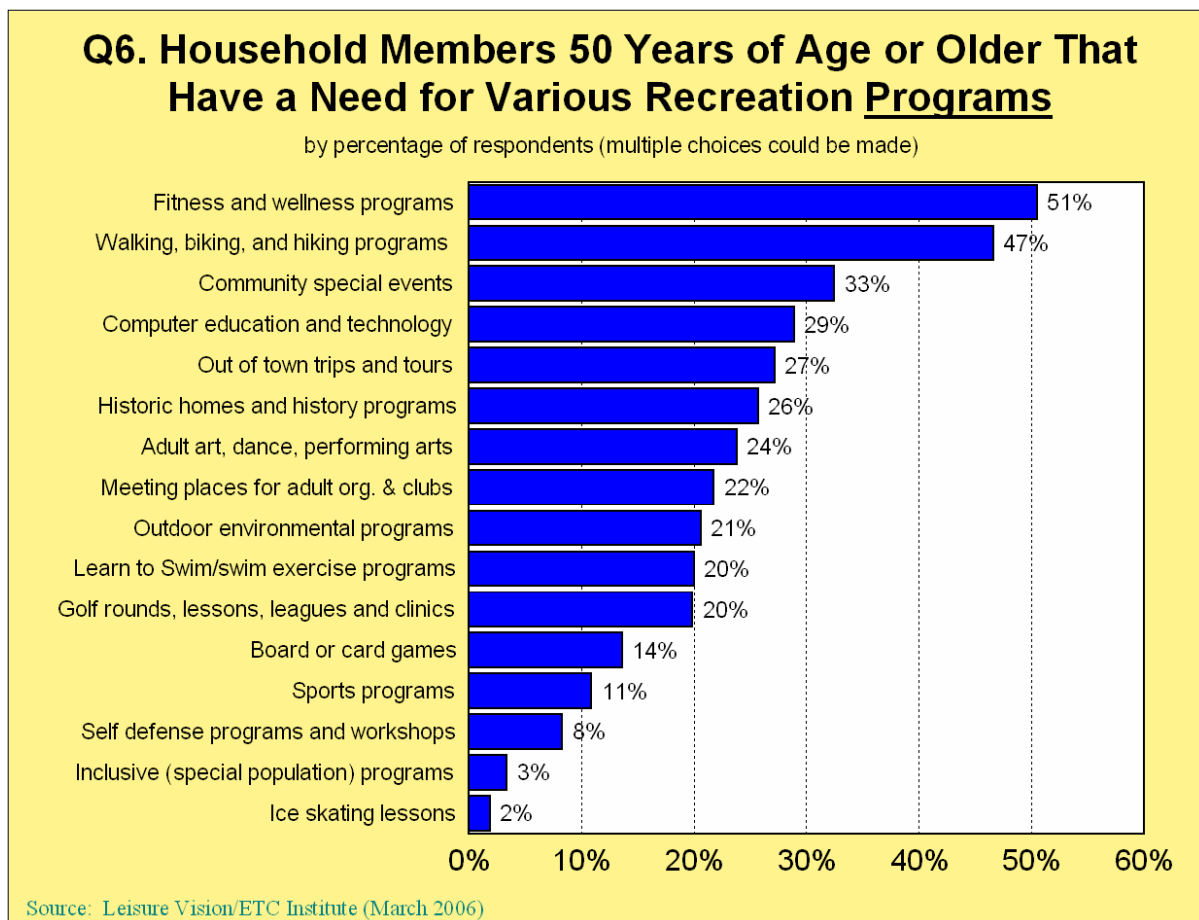
- **Walking and biking trails (39%) had the highest percentage of respondents select it as one of the four most important facilities.** There are three other facilities that over 20% of respondents selected as one of the four most important, including: indoor fitness and exercise facilities (31%), indoor running/walking track (23%), and small neighborhood parks (23%). It should also be noted that walking and biking trails had the highest percentage of respondents select them as their first choice as the most important facility.



Need for Recreation Programs

From a list of 16 recreation programs, respondents were asked to indicate all of the ones that they and other household members who are 50 years of age or older have a need for. The following summarizes key findings:

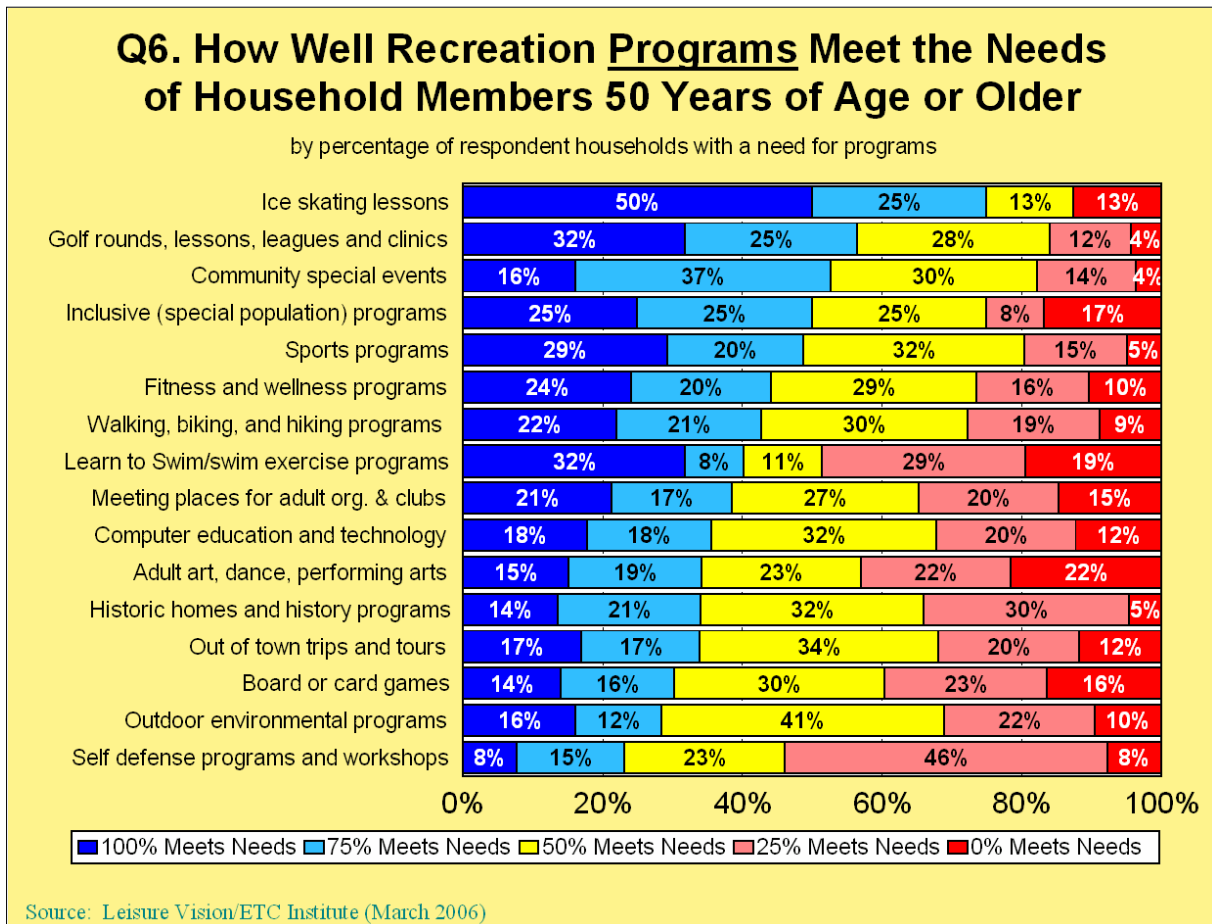
- **Three of the 16 programs had over 30% of respondent households indicate they have a need for them.** These three programs include: fitness and wellness programs (51%), walking, biking, and hiking programs (47%), and community special events (33%).



How Well Recreation Programs Meet Needs

From the list of 16 recreation programs, respondents who have a need for a program were asked to indicate how well those programs meet the needs of them and other household members who are 50 years of age or older. The following summarizes key findings:

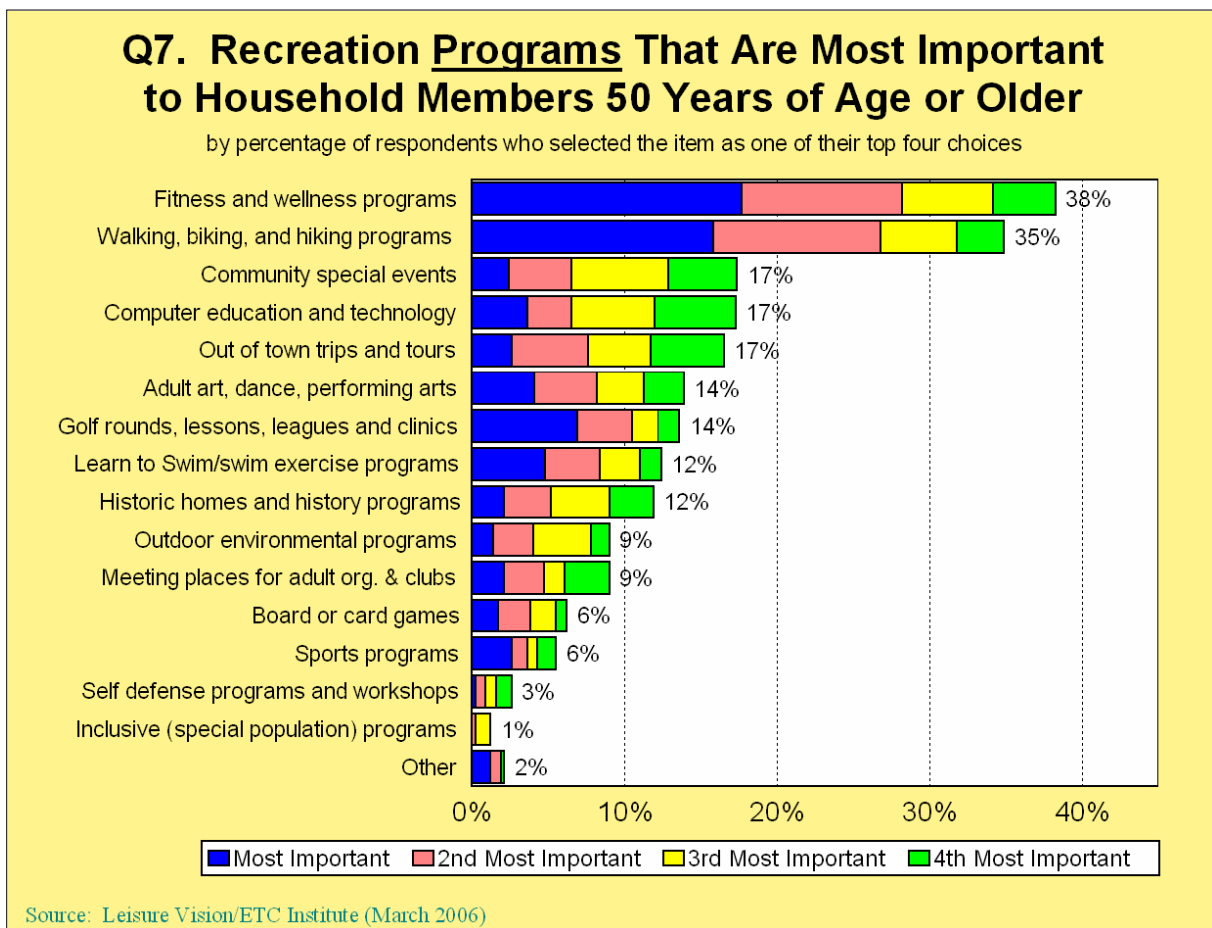
- For all 16 programs, 50% or less of respondents indicated that the program completely meets the needs of their household.



Most Important Recreation Programs

From the list of 16 recreation programs, respondents were asked to select the four that are most important to them and other household members who are 50 years of age or older. The following summarizes key findings:

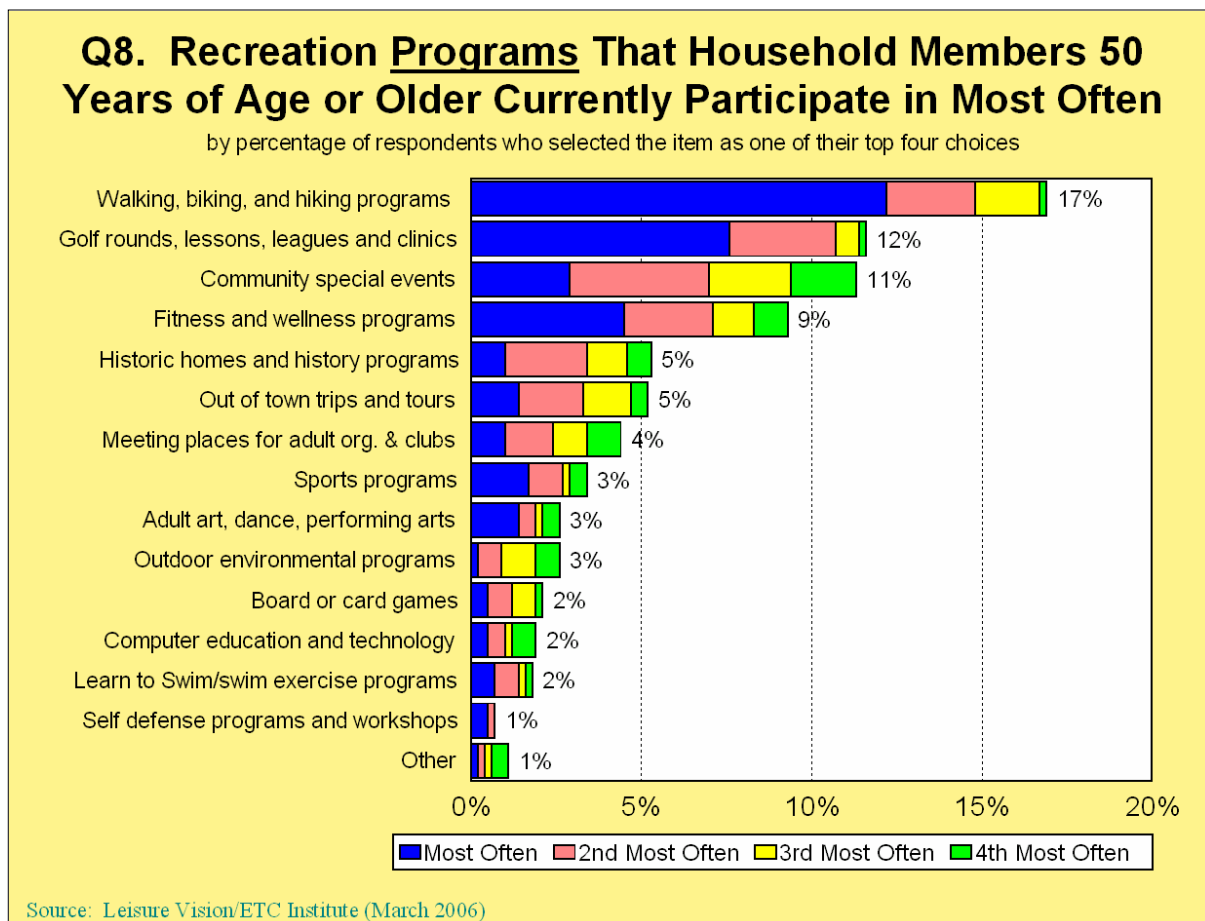
- **Fitness and wellness programs (38%) had the highest percentage of respondents select it as one of the four most important programs.** Other programs that the highest percentage of respondents selected as one of the four most important includes: walking, biking and hiking programs (35%), community special events (17%), computer education and technology (17%), and out of town trips and tours (17%). It should also be noted that fitness and wellness programs had the highest percentage of respondents select them as their first choice as the most important program.



Recreation Programs Respondents Participate in Most Often at Bloomington Parks and Recreation Department Facilities

From the list of 16 recreation programs, respondents were asked to select the four that they and other household members who are 50 years of age or older currently participate in most often at Bloomington Parks and Recreation Department facilities. The following summarizes key findings:

- **Walking, biking and hiking programs (17%) had the highest percentage of respondents select it as one of the four programs they currently participate in most often.** The other programs that respondents currently participate in most often include: golf rounds, lessons, leagues and clinics (12%) and community special events (11%). It should also be noted that walking, biking, and hiking programs had the highest percentage of respondents select it as their first choice as the program they currently participate in most often at Bloomington Parks and Recreation Department facilities.



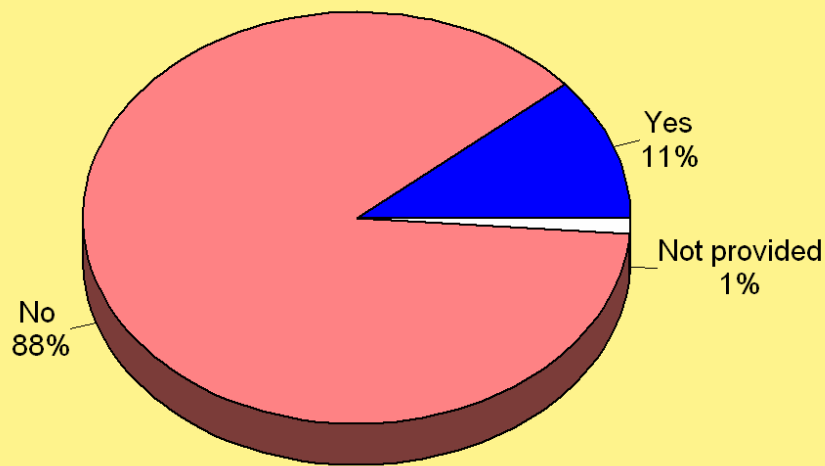
Use of the Bloomington Adult Community Center

Respondents were asked if they or other household members who are 50 years of age or older have used the Bloomington Adult Community Center in the past two years for any indoor recreation, health, or social activities. The following summarizes key findings:

- **Eleven percent (11%) of respondent households have used the Bloomington Adult Community Center in the past two years.**

Q9. Have Respondents Used the Bloomington Adult Community Center in the Past Two Years for Indoor Recreation, Health, or Social Activities

by percentage of respondents

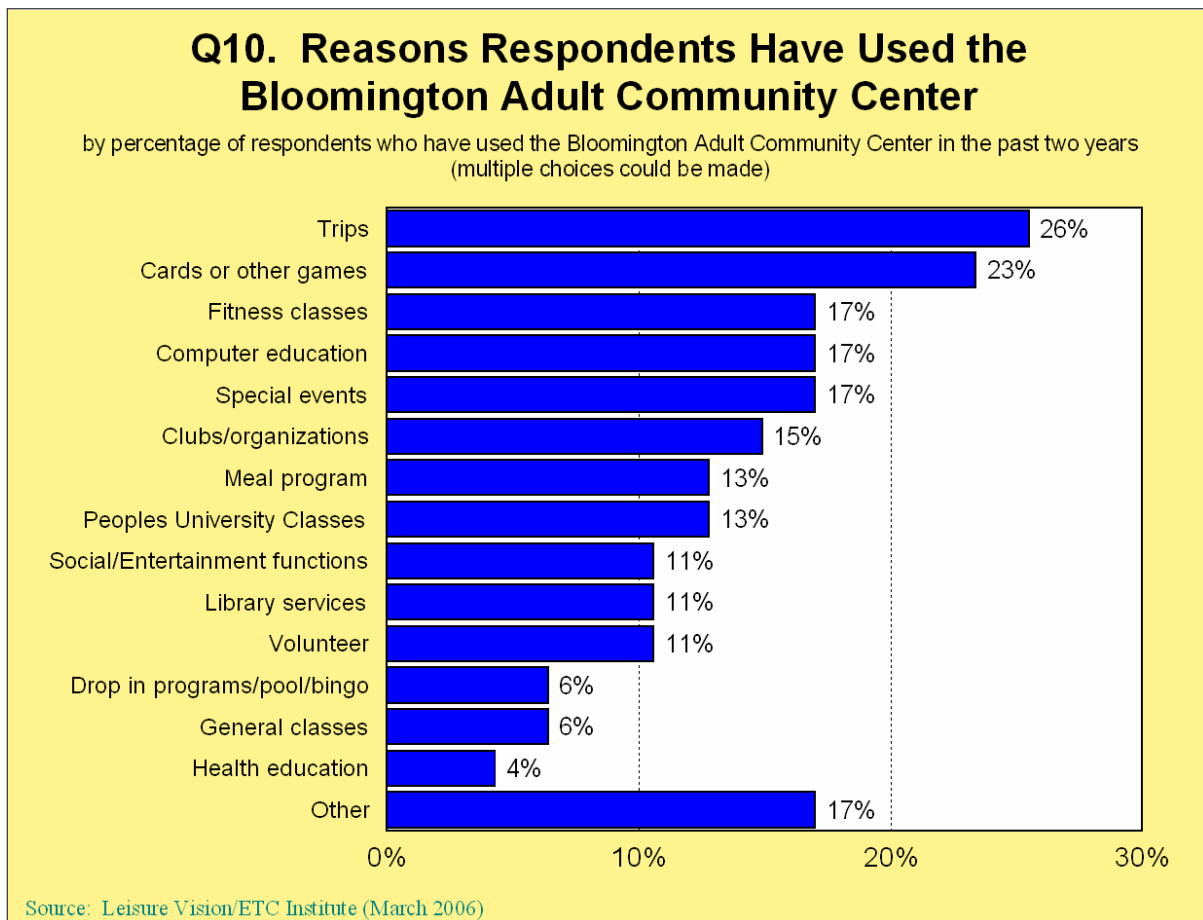


Source: Leisure Vision/ETC Institute (March 2006)

Reasons for Using the Bloomington Adult Community Center

Respondent household members who are 50 years of age or older and have used the Bloomington Adult Community Center in the past two years were asked to indicate all of the reasons they have used the center. The following summarizes key findings:

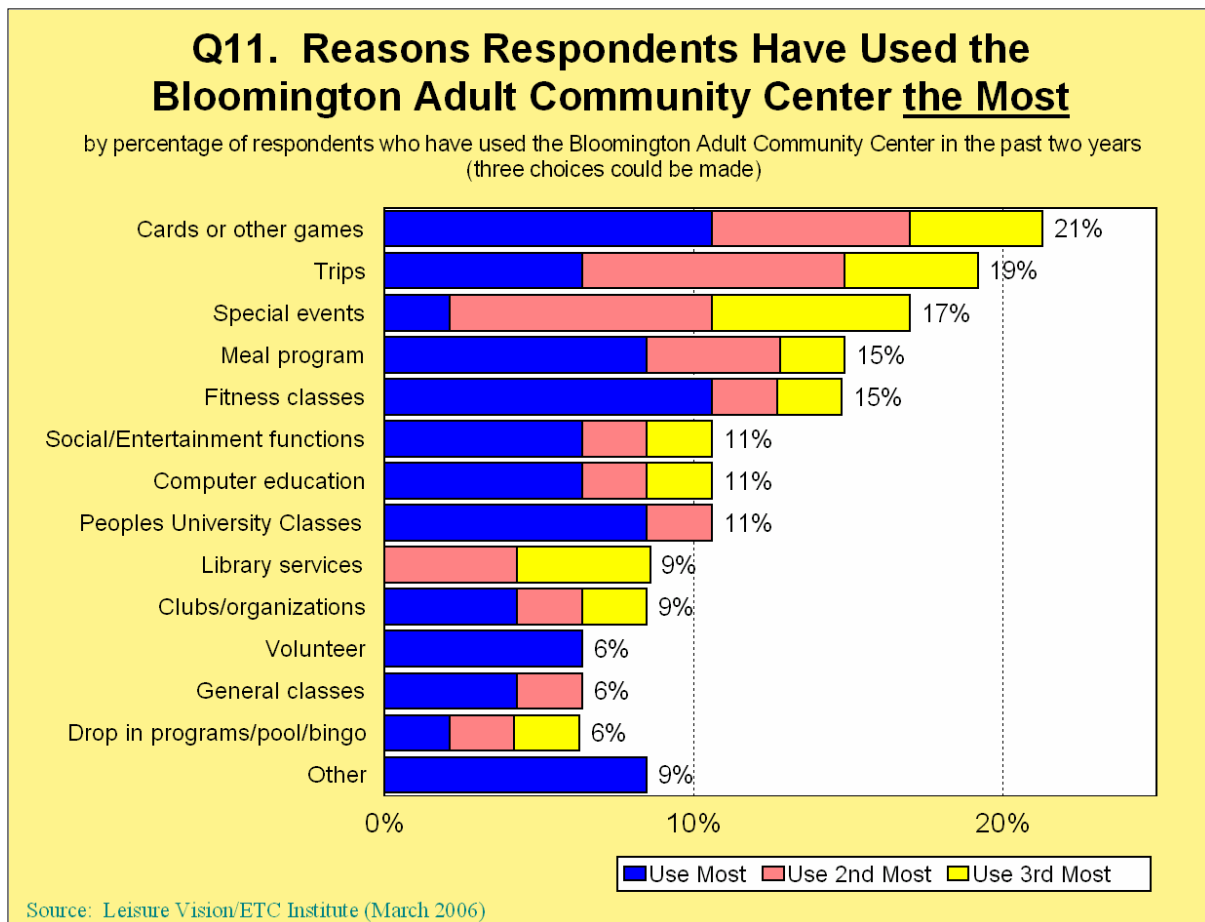
- **Among the 11% of respondents that have used the Bloomington Adult Community Center in past two years, the most frequently mentioned reason they have used the center is for trips.** The other most frequently mentioned reasons respondents have used the center include: cards or other games (23%), fitness classes (17%), computer education (17%), and special events (17%).



Reasons for Using the Bloomington Adult Community Center the Most

Respondent household members who are 50 years of age or older and have used the Bloomington Adult Community Center in the past two years were asked to indicate the three reasons they use the center the most. The following summarizes key findings:

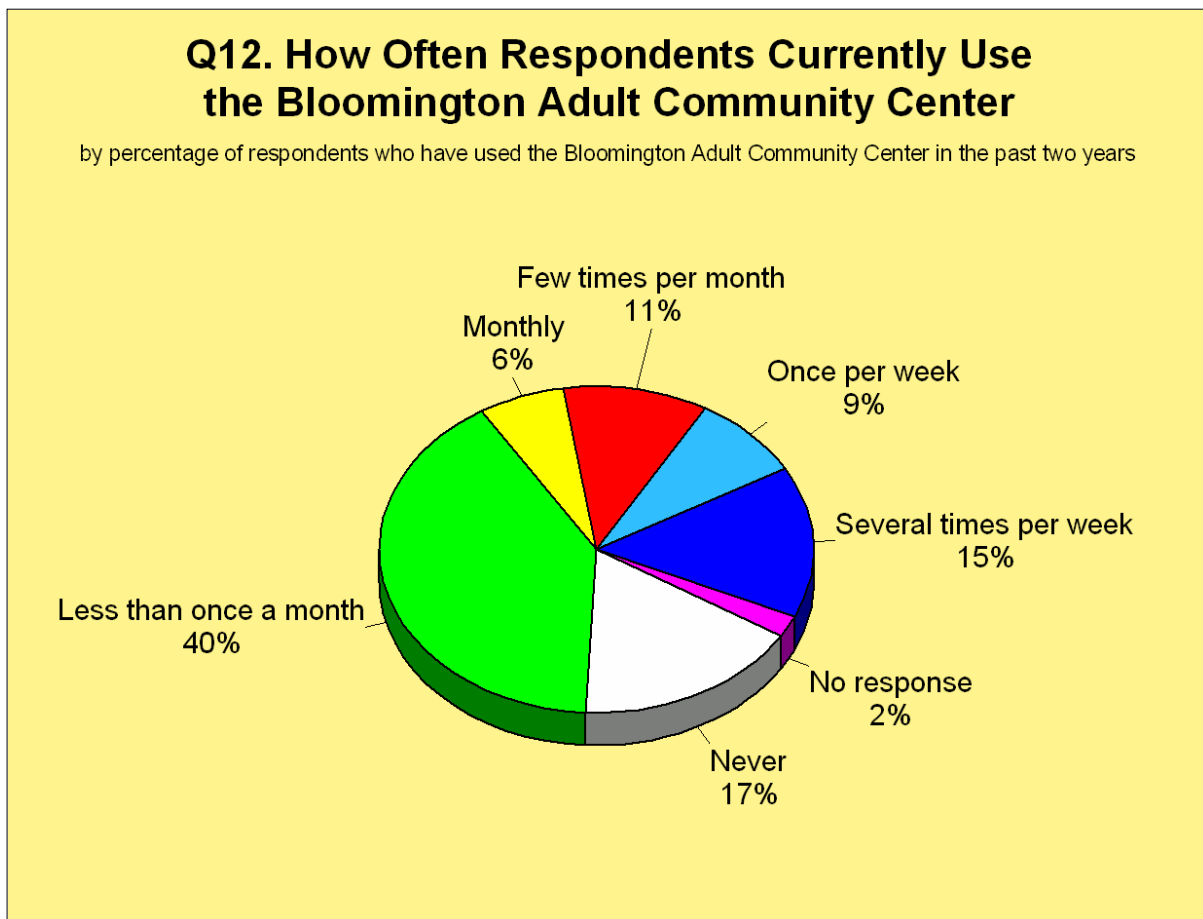
- **Among the 11% of respondents that have used the Bloomington Adult Community Center in past two years, cards or other games (21%) had the highest percentage of respondents select it as one of the three reasons they use the center the most.** Other reasons that the highest percentage of respondents use the center the most include: trips (19%) and special events (17%).



Frequency of Use of the Bloomington Adult Community Center

Respondent household members who are 50 years of age or older and have used the Bloomington Adult Community Center in the past two years were asked to indicate how often they currently use the center. The following summarizes key findings:

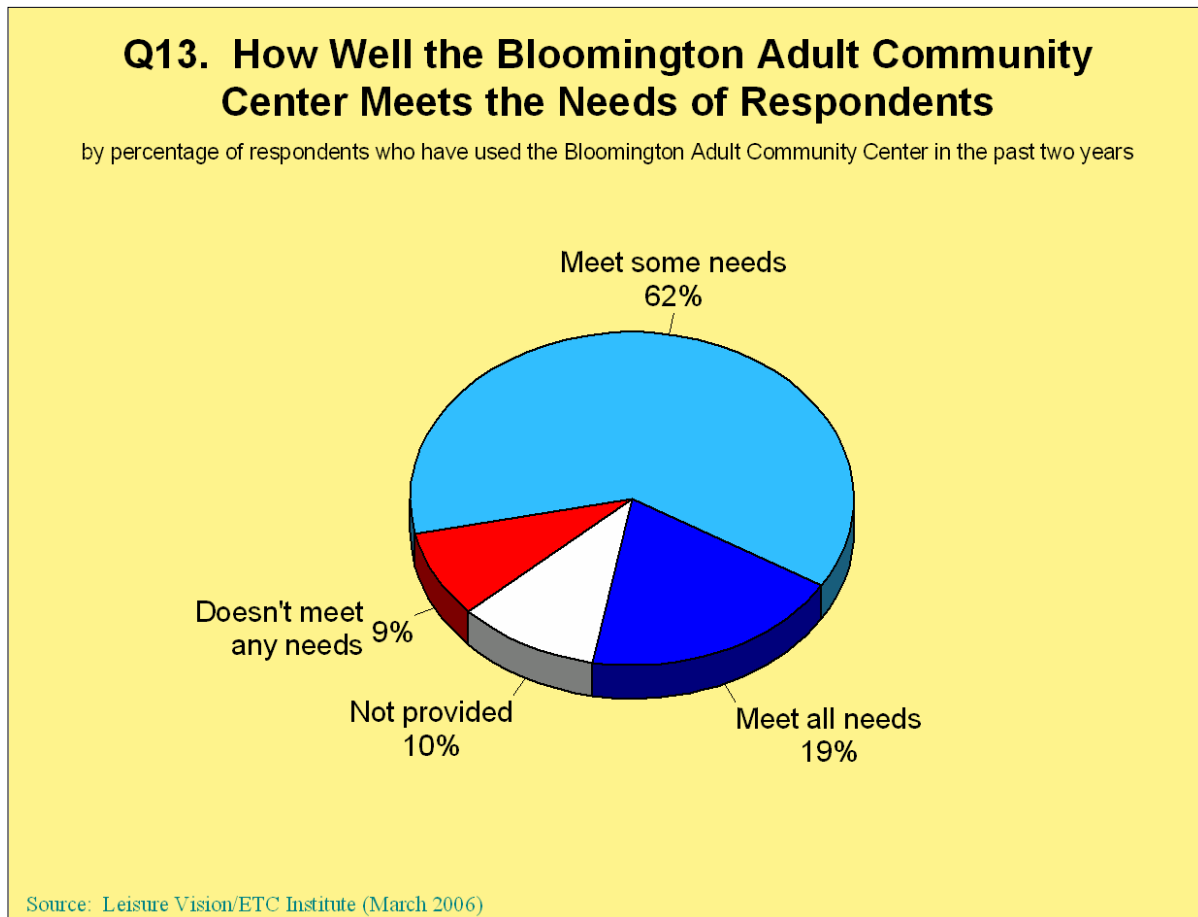
- **Of the 11% of respondents that have used the Bloomington Adult Community Center in the past two years, 40% currently use the center less than once a month.** In addition, 15% of respondents currently use the center several times per week, 11% used it a few times per month, 9% use it once per week, and 6% use it monthly.



How Well the Bloomington Adult Community Center Meets Needs

Respondent household members who are 50 years of age or older and have used the Bloomington Adult Community Center in the past two years were asked to indicate how well the center meets their needs. The following summarizes key findings:

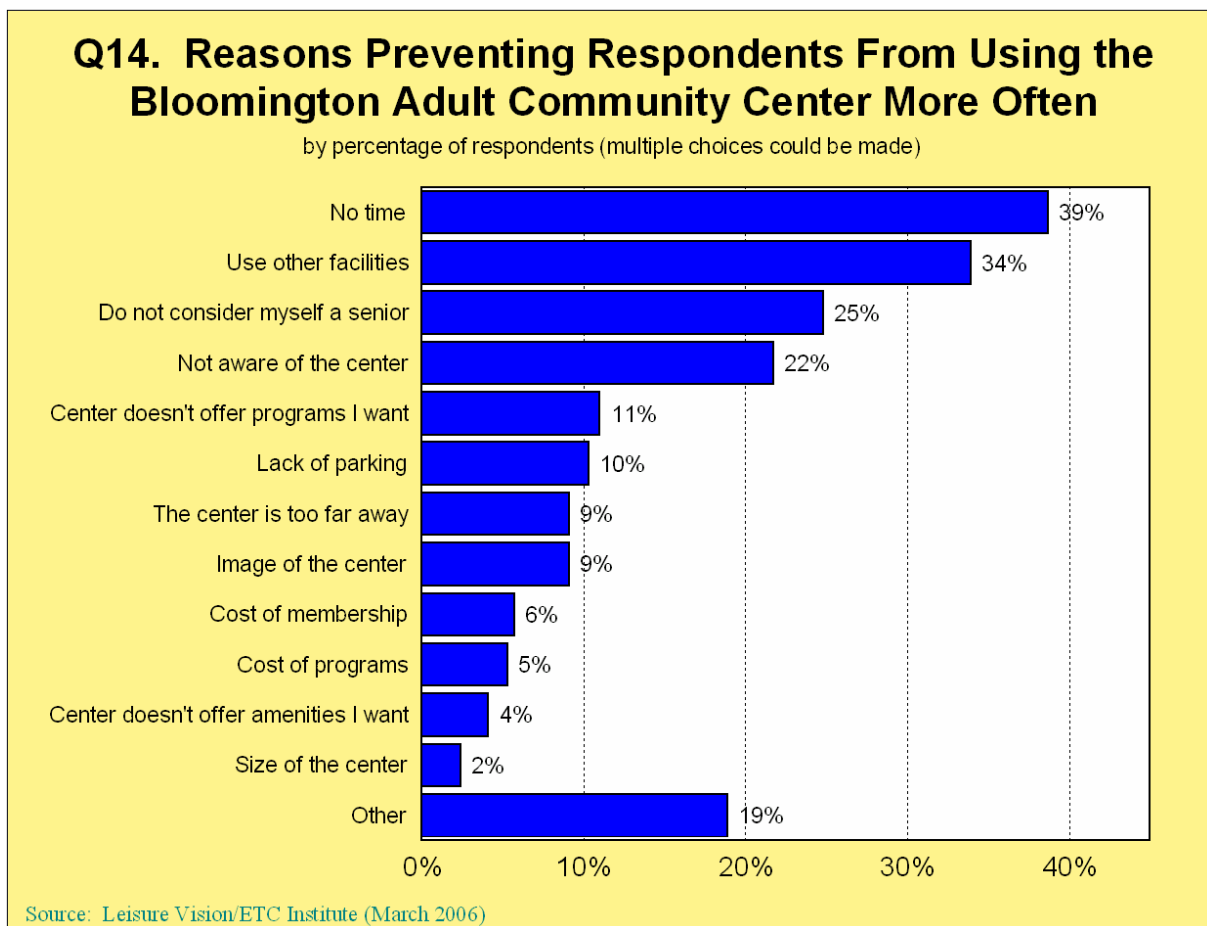
- **Of the 11% of respondents that have used the Bloomington Adult Community Center in the past two years, 62% indicated that the center meet some of their needs.** In addition, 19% of respondents indicated that the center meets all of their needs, and 9% indicated that the center does not meet any of their needs.



Reasons Preventing the Use of the Bloomington Adult Community Center

From a list of 12 options, respondents were asked to indicate all of the reasons they have not used the Bloomington Adult Community Center more often. The following summarizes key findings:

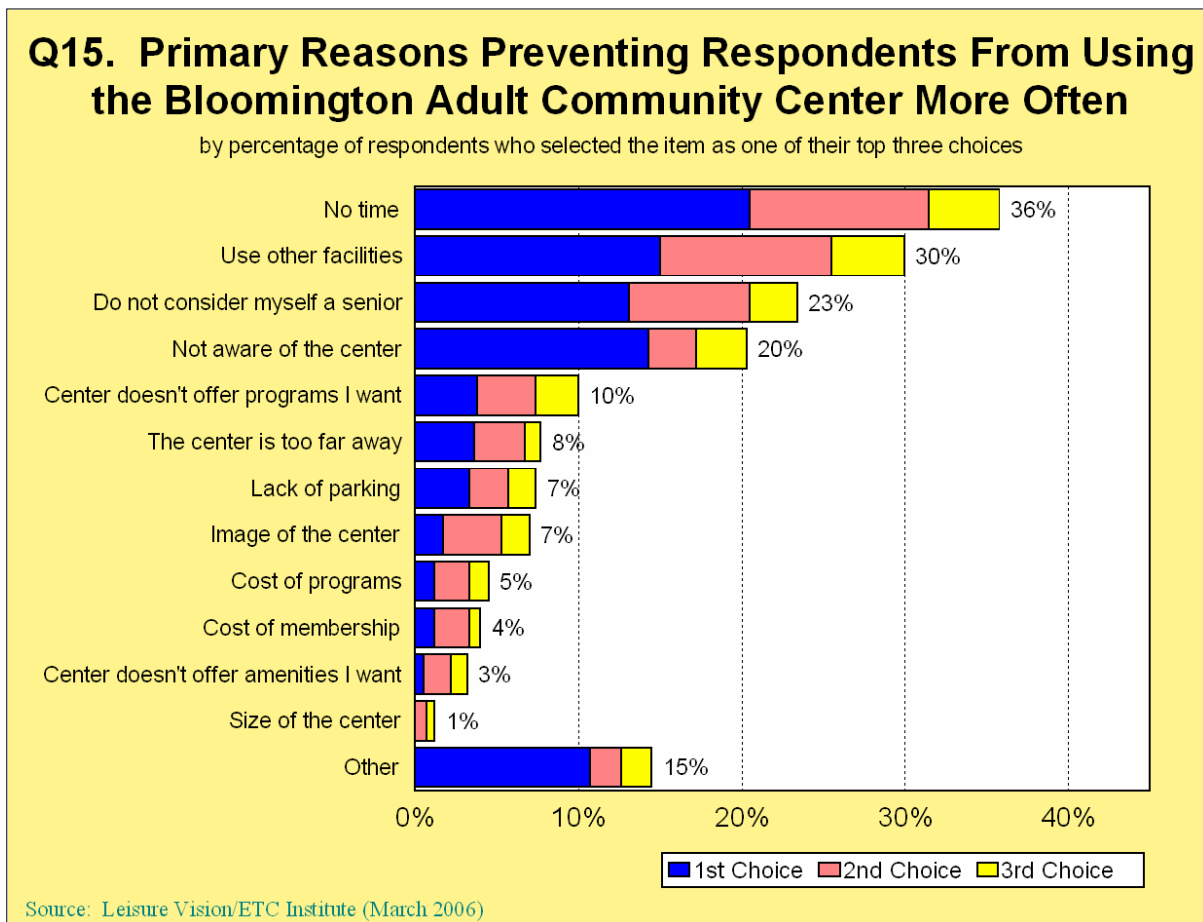
- **“No time” (39%) is the reason preventing the highest percentage of respondent households from using the Bloomington Adult Community Center more often.** Other top reasons preventing respondent households from using the center include: “use other facilities” (34%), “do not consider myself a senior” (25%), “and not aware of the center” (22%).



Primary Reasons Preventing the Use of the Bloomington Adult Community Center

From the list of 12 options, respondents were asked to indicate the three primary reasons they have not used the Bloomington Adult Community Center more often. The following summarizes key findings:

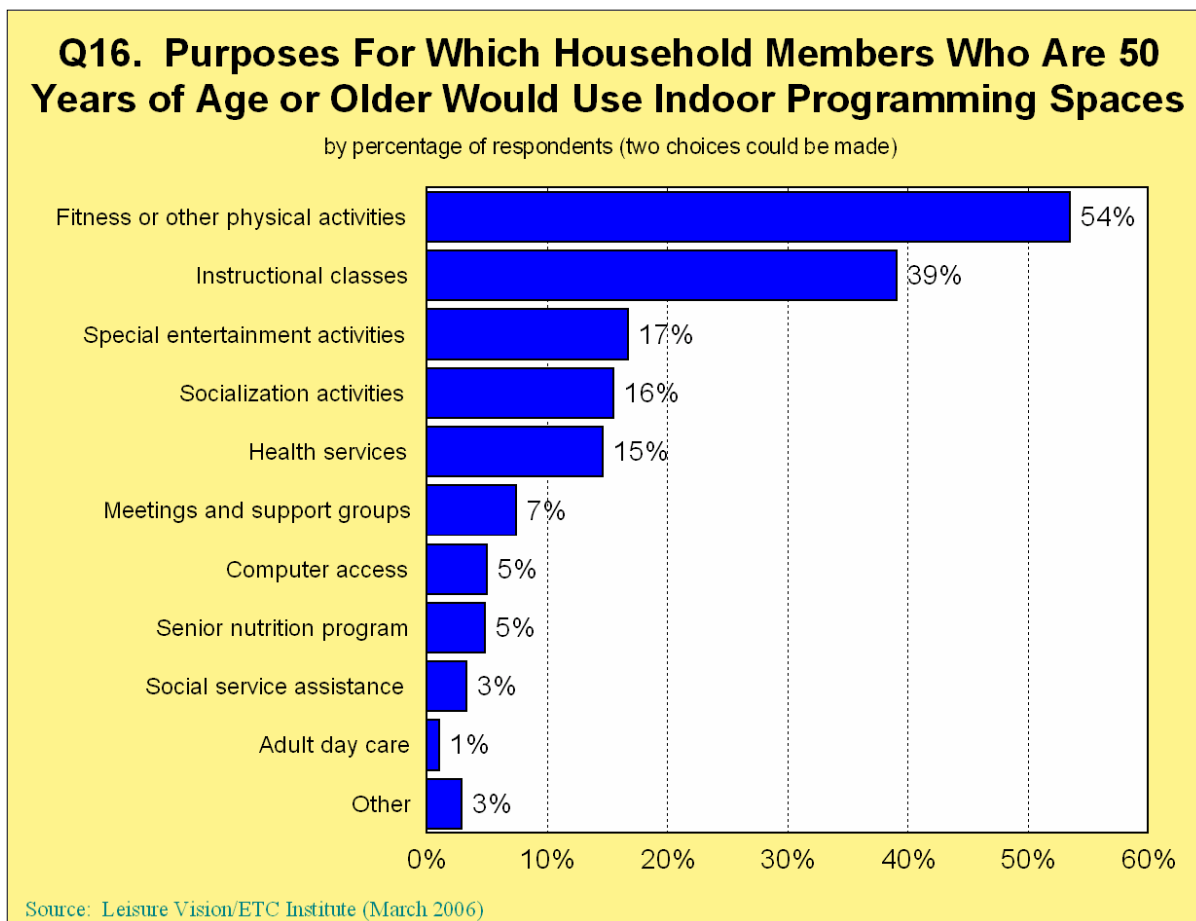
- **“No time” (36%) is the reason preventing the highest percentage of respondents from using the Bloomington Adult Community Center more often.** Other reasons preventing the highest percentage of respondents from using the center more often include: “use other facilities” (30%), “do not consider myself a senior” (23%), and “not aware of the center” (20%).



Purposes for Using Indoor Programming Spaces

From a list of 10 options, respondent household members who are 50 years of age or older were asked to indicate the two purposes for which they would use indoor programming spaces. The following summarizes key findings:

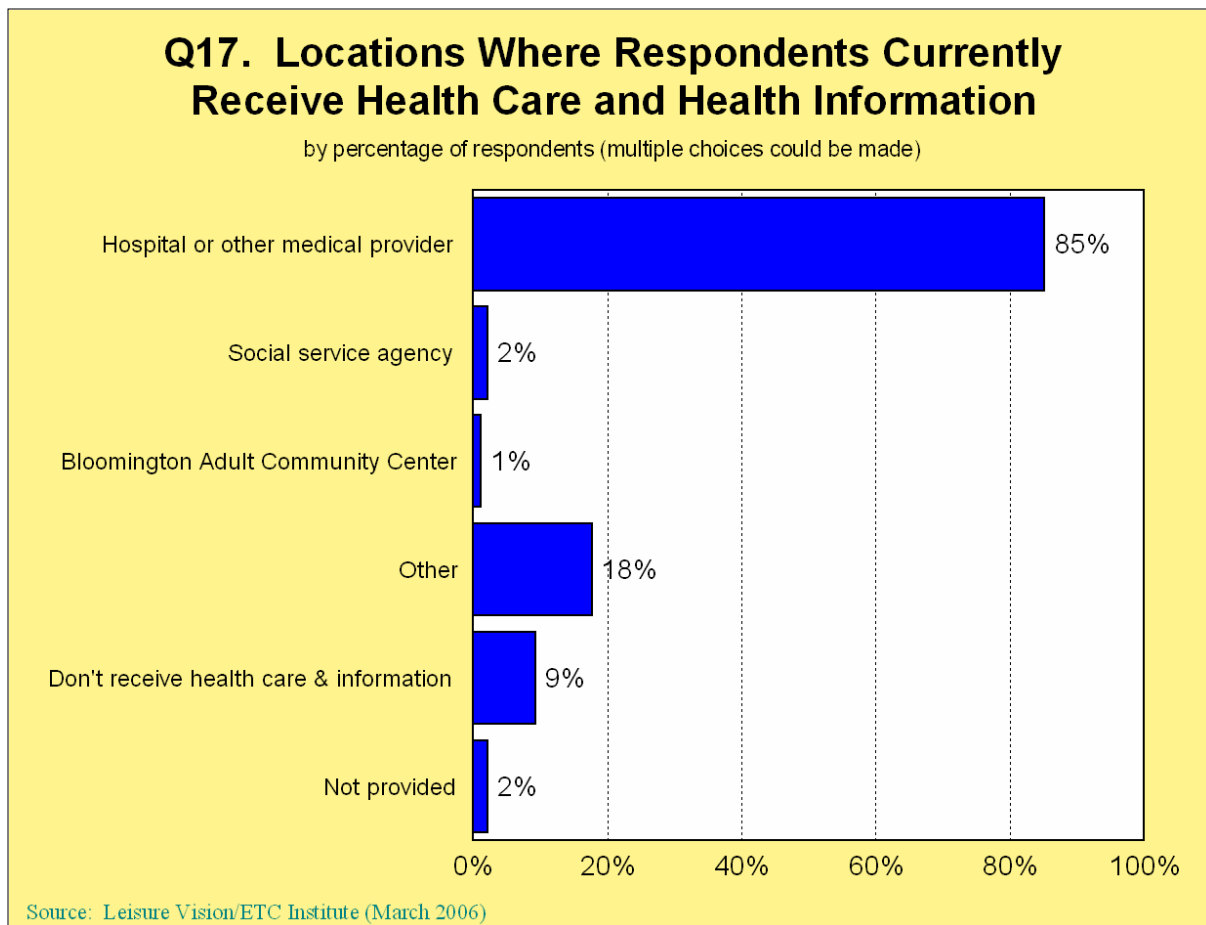
- **Fitness or other physical activities (54%) is the purpose for which the highest percentage of respondents would use indoor programming spaces.** Other purposes for which the highest percentage of respondents would use indoor programming spaces include: instructional classes (39%), special entertainment activities (17%), socialization activities (16%), and health services (15%).



Locations Where Respondents Currently Receive Health Care & Information

From a list of four options, respondents were asked to indicate all of the locations where they currently receive health care and health information. The following summarizes key findings:

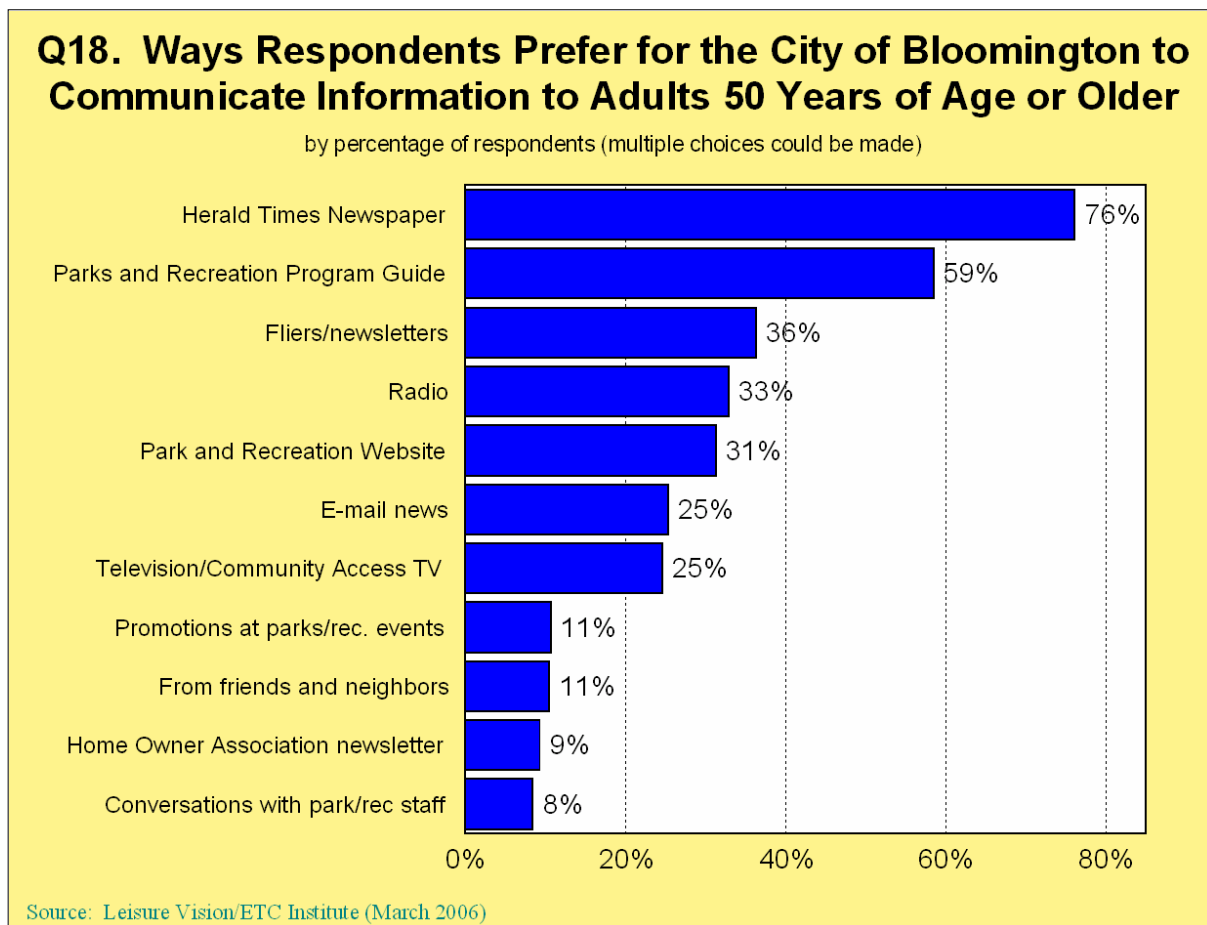
- **Hospital or other medical provider (85%) is by a wide margin the location where the highest percentage of respondents receive health care and health information.**



Preferred Ways to Communicate Information to Adults 50+ Years Old

From a list of 11 options, respondents were asked to indicate all of the ways they would prefer the City of Bloomington to communicate information to adults 50 years of age or older. The following summarizes key findings:

- **The Herald Times Newspaper (76%) is the way respondents most prefer the City of Bloomington to communicate information to adults 50 years of age or older.** Other ways respondents prefer for the City of Bloomington to communicate information include: Parks and Recreation Program Guide (59%), fliers/newsletters (36%), radio (33%), and Park and Recreation Website (31%).



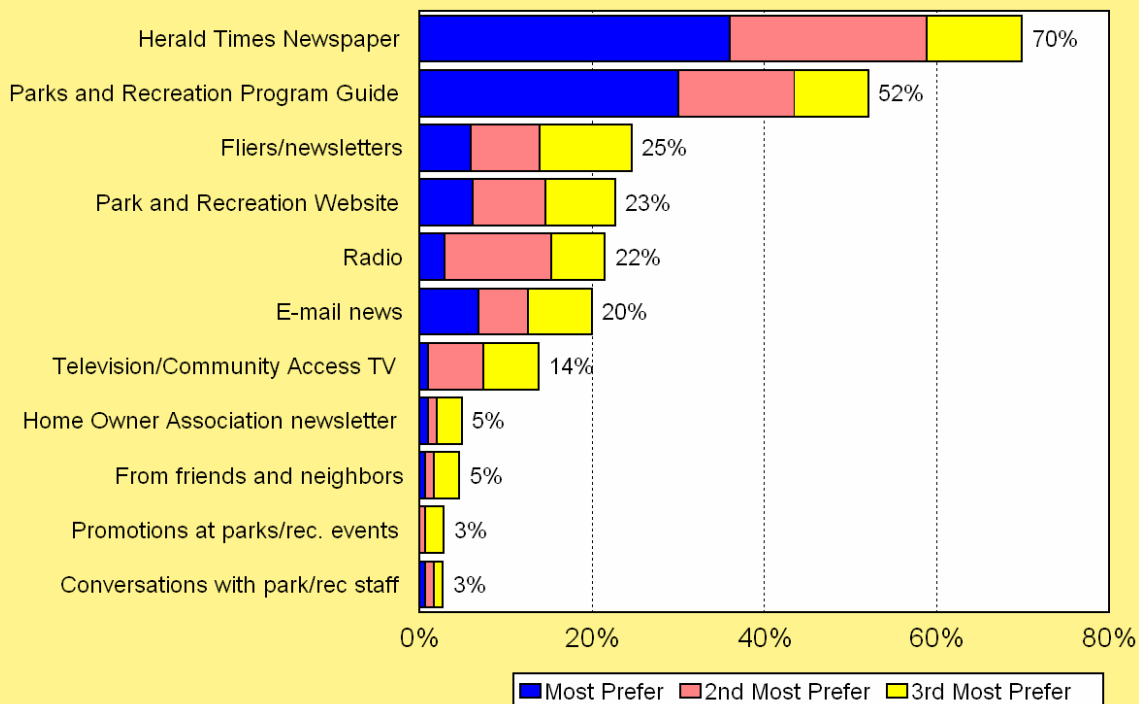
Most Preferred Ways to Communicate Information to Adults 50+ Years Old

From the list of 11 options, respondents were asked to indicate the three ways they would most prefer the City of Bloomington to communicate information to adults 50 years of age or older. The following summarizes key findings:

- **The Herald Times Newspaper (70%) had the highest percentage of respondents select it as one of the three ways they most prefer for the City of Bloomington to communicate information to adults 50 years of age or older.** Other ways respondents selected as one of the three ways they most prefer for the City of Bloomington to communicate information include: Parks and Recreation Program Guide (52%), fliers/newsletters (25%), Park and Recreation Website (23%), radio (22%), and E-mail news (20%). It should also be noted that the Herald Times Newspaper had the highest percentage of respondents select it as their first choice as the way they most prefer for the City of Bloomington to communicate information to adults 50 years of age or older.

Q19. Ways Respondents Most Prefer for the City of Bloomington to Communicate Information to Adults 50 Years of Age or Older

by percentage of respondents who selected the item as one of their top three choices



Source: Leisure Vision/ETC Institute (March 2006)

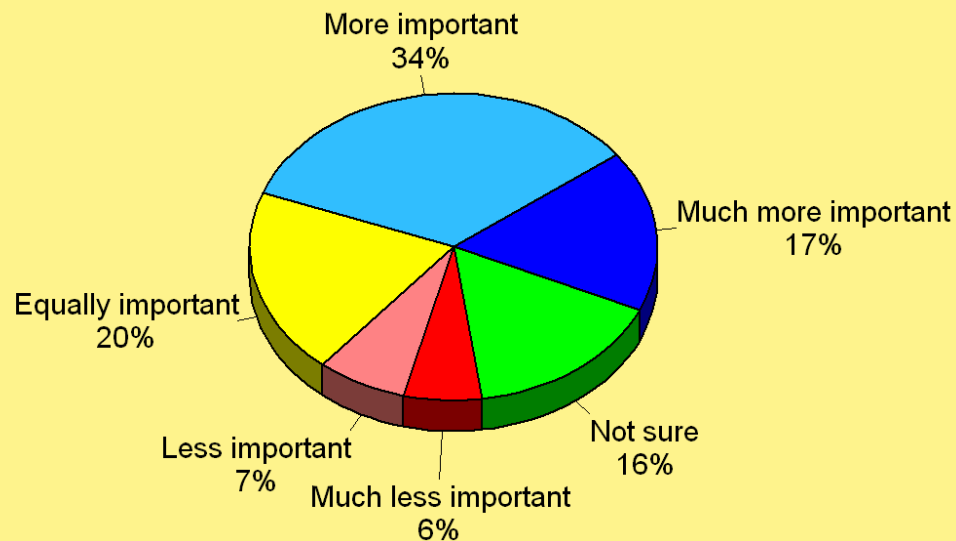
Importance of Parks, Trails, Facilities & Programs Over the Next 10 Years

Respondents were asked to indicate how important they feel the quality and quantity of indoor and outdoor parks, trails, recreation facilities and programs will be in the live of residents 50 years of age or older over the next 10 years. The following summarizes key findings:

- **Fifty-one percent (51%) of respondents indicated that parks, trails, recreation facilities and programs will be either much more important (17%) or more important (34%) to residents 50 years of age or older over the next 10 years.** In addition, 20% of respondents feel that parks, trails, recreation facilities, and programs will equally important, 7% feel they will be less important, and 6% feel they'll be much less important.

Q20. Importance of the Quality and Quantity of Indoor and Outdoor Parks, Trails, Recreation Facilities and Programs in the Lives of Households Members 50 Years of Age or Older in the Next 10 Years

by percentage of respondents

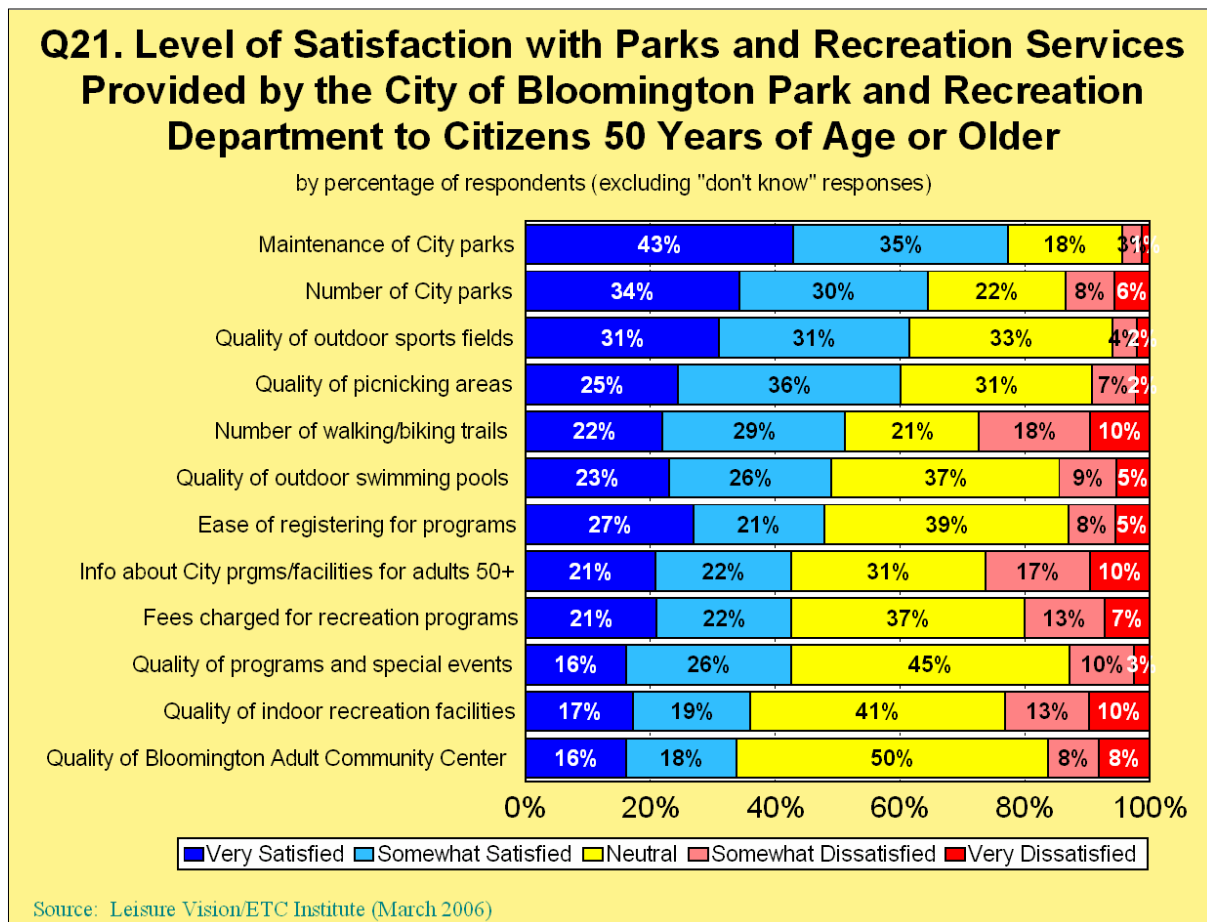


Source: Leisure Vision/ETC Institute (March 2006)

Level of Satisfaction with Various Parks and Recreation Services

From a list of 12 various parks and recreation services provided by the Bloomington Parks and Recreation Department, respondents were asked to indicate their level of satisfaction with each one being provided to adults 50 years of age or older. The following summarizes key findings:

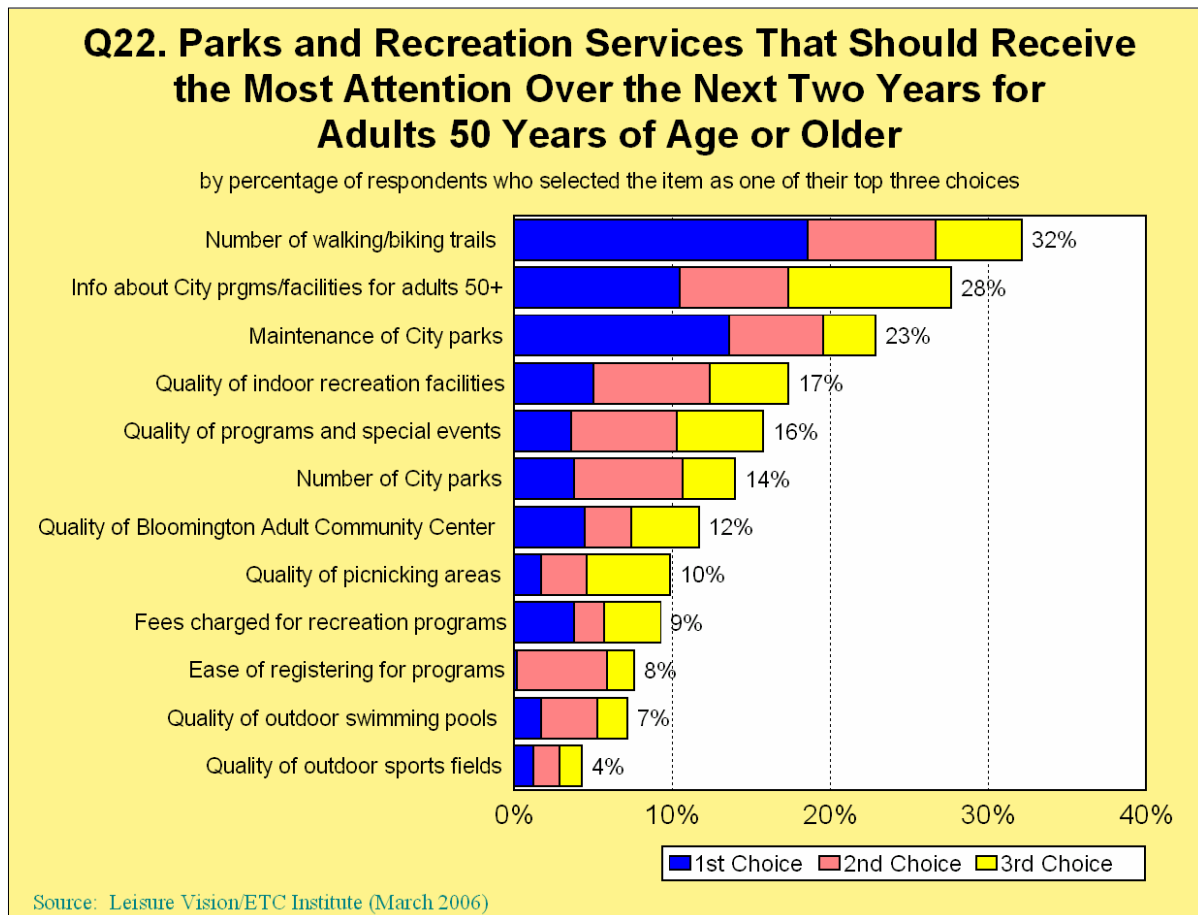
- **Three of the 12 parks and recreation services had over 30% of respondents indicate being very satisfied with them.** These three services include: maintenance of City parks (43%), number of City parks (34%), and quality of outdoor sports fields (31%).



Parks and Recreation Services that Should Receive the Most Attention

From the list of 12 various parks and recreation services provided by the Bloomington Parks and Recreation Department, respondents were asked to select the three they feel should receive the most attention from Bloomington Parks and Recreation Department officials over the next two years for adults 50 years of age or older. The following summarizes key findings:

- **Number of walking/biking trails (32%) had the highest percentage of respondents select it as one of the three services that should receive the most attention over the next two years.** There are two other parks and recreation services that over 20% of respondents selected as one of the three they feel should receive the most attention over the next two years, including: availability of information about Bloomington programs and facilities for adults 50 and over (28%) and maintenance of City parks (23%). It should also be noted that number of walking/biking trails had the highest percentage of respondents select it as their first choice as the parks and recreation service that should receive the most attention over the next two years.



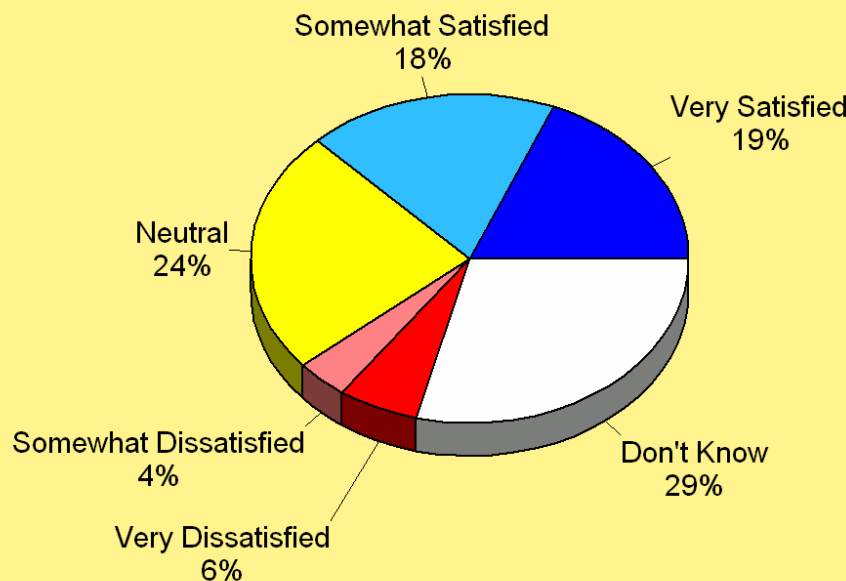
Level of Satisfaction Received from Bloomington Programs and Services

Respondents were asked to indicate their level of satisfaction with the overall value their household receives from Bloomington Parks and Recreation Department programs and services for adults 50 years of age older. The following summarizes key findings:

- **Thirty-seven percent (37%) of respondents indicated being either very satisfied (19%) or somewhat satisfied (18%) with the value received from the Bloomington Parks and Recreation Department programs and services.** In addition, only 10% of respondents indicated being either very dissatisfied (6%) or somewhat dissatisfied (4%) with the value received from the Bloomington Parks and Recreation Department programs and services. Twenty-four percent (24%) of respondents indicated “neutral” and 29% indicated “don’t know”.

Q23. Level of Satisfaction with the Overall Value Received from the Bloomington Park and Recreation Department for Programs and Services for Adults 50 Years of Age or Older

by percentage of respondents

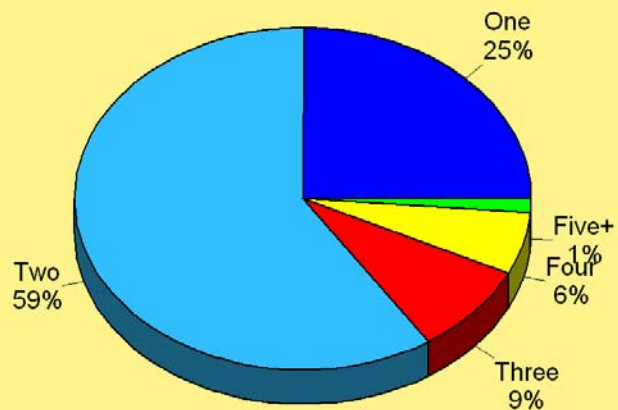


Source: Leisure Vision/ETC Institute (March 2006)

Demographics

Q25. Demographics: Number of People in Household

by percentage of respondents



Source: Leisure Vision/ETC Institute (March 2006)

Q26. Demographics: Ages of People in Household

by percentage of household occupants

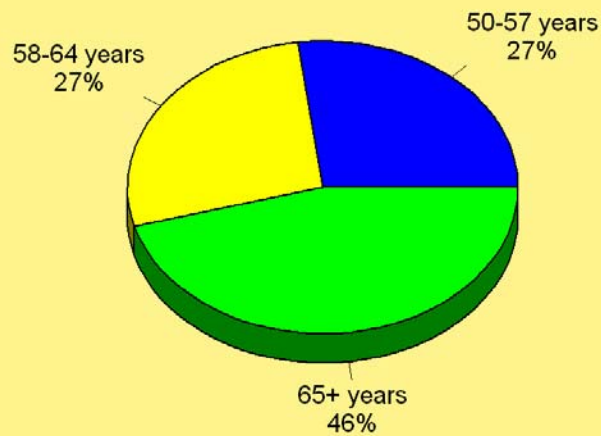


Source: Leisure Vision/ETC Institute (March 2006)

Demographics (Continued)

Q28. Demographics: Age of Respondents

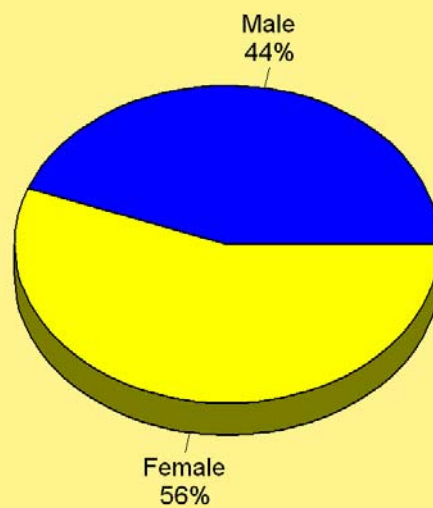
by percentage of respondents



Source: Leisure Vision/ETC Institute (March 2006)

Q29. Demographics: Gender

by percentage of respondents

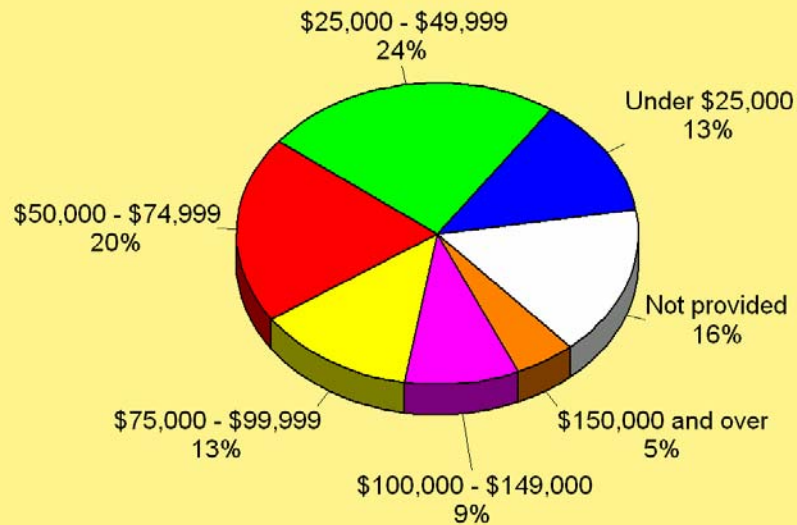


Source: Leisure Vision/ETC Institute (March 2006)

Demographics (Continued)

Q30. Demographics: Total Annual Household Income

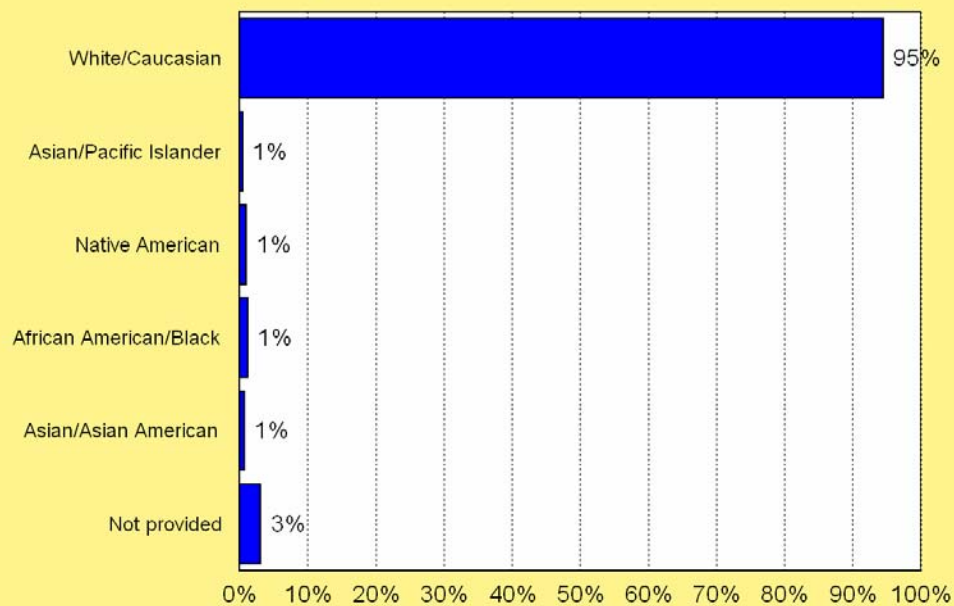
by percentage of respondents



Source: Leisure Vision/ETC Institute (March 2006)

Q32. Demographics: Race/Ethnicity

by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (March 2006)

Demographics (Continued)

Q33. Demographics: Number of Years Lived in the Bloomington Community

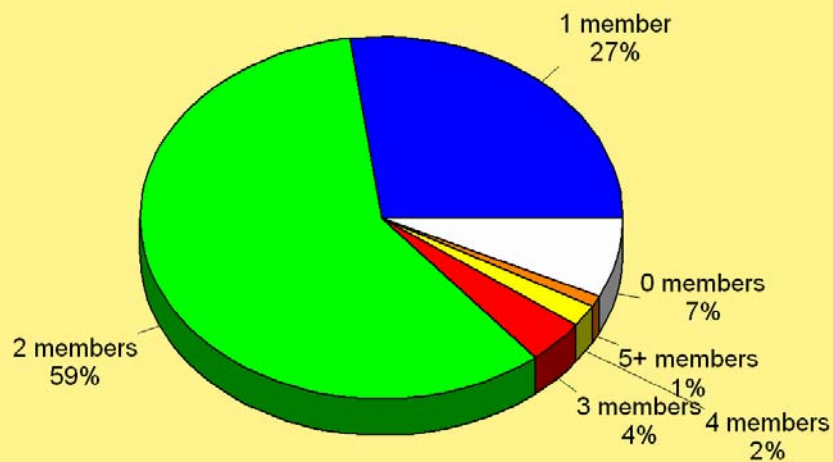
by percentage of respondents



Source: Leisure Vision/ETC Institute (March 2006)

Q34. Demographics: Number of Household Members That Voted in the Last Election

by percentage of respondents

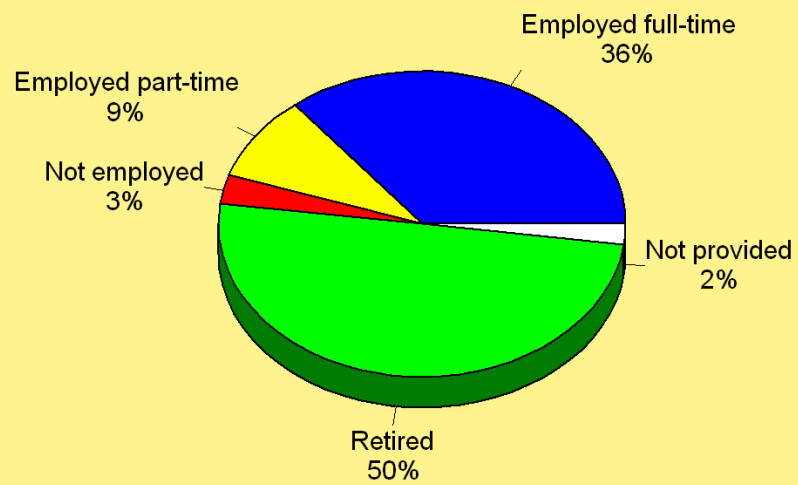


Source: Leisure Vision/ETC Institute (March 2006)

Demographics (Continued)

Q35. Demographics: Respondents Current Employment Status

by percentage of respondents



Source: Leisure Vision/ETC Institute (March 2006)